



The Mayor's Official 4th of July Celebration - 2011



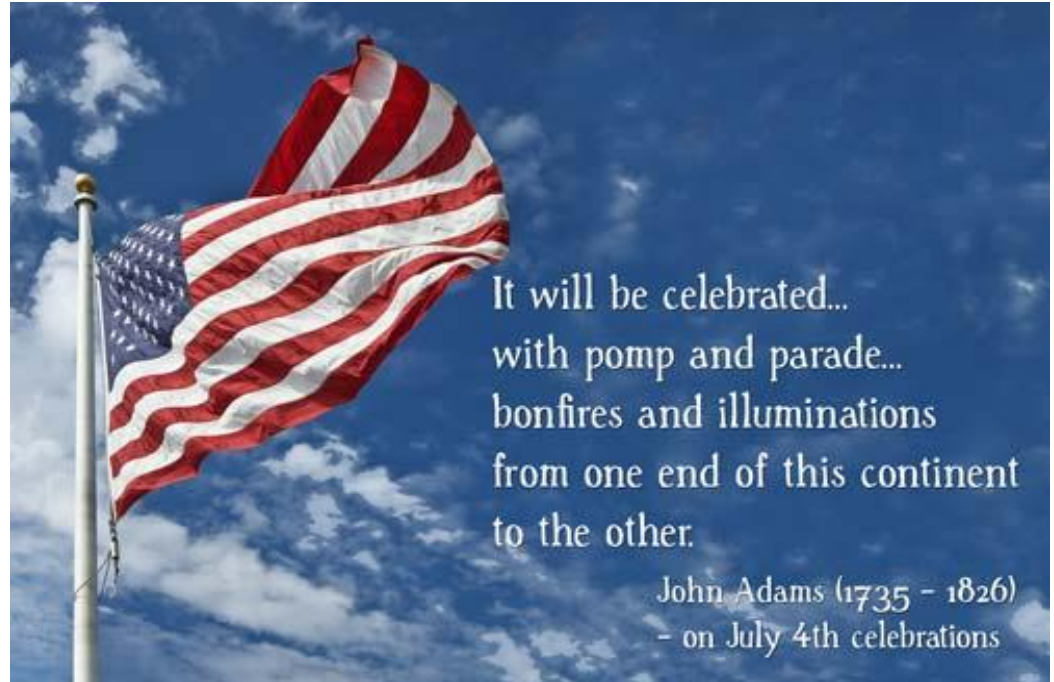


Mayor's Office of Special Events

Importance of Civic Celebration



Our patriotic roots bind us together as Americans. At Freedom Over Texas, we celebrate the history of our great country and the men and women who have risked their lives so that we may live in freedom.



By coming together to celebrate America's Birthday, we are demonstrating to our diverse community, the importance of honoring our Country, respecting the values of our founding fathers, instilling pride and sense of community.



2010 Event Overview & Highlights

Mayor Annise Parker's "Official" Fourth of July Celebration:

On July 4th, 2011 Freedom Over Texas will celebrate America's Birthday. 2011 also marks the 175th birthday of the State of Texas and the City of Houston. Last year, nearly 100,000 patrons visited the event on-site, and nearly 2 million people viewed the event and fireworks display on television throughout Texas and surrounding states. With four stages of entertainment, featuring a nationally known recording artist and a spectacular fireworks display, the eyes of Texas will once again be upon Houston for this one-of-a-kind 4th of July family event. Freedom Over Texas will be held Monday, July 4th at beautiful Eleanor Tinsley Park on Buffalo Bayou from 4:00 p.m. until 10:00 p.m. The event is produced by the Mayor's Office of Special Events/City of Houston with ABC-13/KTRK-TV producing television.

A Family Celebration:

This fun-filled festival for the entire family celebrates the birth of our nation, honors our military, educates us about our country's history, entertains the crowd with top name acts from diverse musical genres, and reaches out to the community through a partnership with Houston Food Bank. Attractions include:

- **KBR Liberty Park:** Symbols of freedom and exhibitory from all five branches of the military, with on-site recruiting
- **Walmart All-American Kids Zone:** Educational programming and family entertainment
- **Bud Light Zone:** Beer Garden and Men's/Women's Texas Volleyball Championship
- **Red, White and Green Scene:** On-site recycling, interactive & educational area designed for families to reach a more sustainable lifestyle
- **Family Fitness Challenge Area:** Area designed with family friendly activities and skills representative of Houston's hometown professional sports teams: Astros, Rockets, Aeros, Dynamo, and Texans.

Partnership with Houston Food Bank:

Free gate entrance to Freedom Over Texas with a can of food for Houston Food Bank.

Comprehensive Media Plan:

- ABC-13/KTRK-TV and television affiliates across Texas and surrounding states
- Radio promotion on five top stations and fireworks simulcast
- Newspaper advertising, including four-page insert
- Web and social media
- Dedicated public relations support

Benefits:

Central Houston Civic Improvement, a Texas non-profit 501 © (3) corporation with a mission to revitalize and shape Houston's future



Mayor Annise Parker





Sponsorship Marketing Connects to Customers



The strategic link between business objectives and marketing tactics

- Build brand awareness
- Increase brand loyalty
- Reach new customers
- Introduce new products
- Increase trial and penetration
- Increase sales and volume
- Cross-promotions
- Sampling and On-site sales
- Client Entertainment
- Advertising and Signage
- Customer Interaction
- Customized event platforms
- Event Name-In-Title rights
- Venue signage





Sponsor Opportunities

- **Name-in-Title Sponsor**
 - Sponsor to be included in Official Event Name and Logo: “[Sponsor] Freedom Over Texas”
- **Fireworks Sponsor**
 - Presenting Fireworks Sponsor of Freedom Over Texas: “Freedom Over Texas with Fireworks Presented by [Sponsor]”
- **Anchor Sponsor**
 - The [Sponsor] logo will be integrated in the Official Event Logo as an Anchor Sponsor on the second line.
- **Zone Sponsor**
 - [Sponsor] will be positioned as the Official Event Zone Sponsor
- **Booth Sponsor**
 - Dedicated 10’ x 10’ or 10’ x 20’ covered area with tables and chairs placed on-site for demonstrations, sales, promotions, exhibits, and informational purposes





Sponsor Package Elements:

Call for more information to discuss your marketing objectives and customize your sponsor package.



Mayor's Office
Of Special Events

www.houstonspecialevents.org

Susan Christian, Director
832-393-0868

Susan.Christian@houston.tx.gov

Linda Kuykendall, Division Manager
832-393-0838

Linda.Kuykendall@houston.tx.gov

Susan Bono, Account Executive
832-393-1037

Susan.Bono@houston.tx.gov

